



WCVB
5 TV Place
Needham, MA 02492
Main: (781)449-0400
Billing: (781)433-4283

www.thebostonchannel.com

Billing Address:

Multi Media Services - VA
Attention: Accounts Payable
915 King St
2nd Floor
Alexandria, VA 22314

Send Payment To:

WCVB
P.O. Box 26874
Lehigh Valley, PA 18002-6874

DUPLICATE

INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
923785-1	07/01/12	July 2012	06/25/12 - 07/01/12

Station	Account Executive	Sales Office	Sales Region
WCVB	Scott Tarka	Boston	Local

Advertiser	Product	Estimate Number
Brown/R/Senate	6/25-7/1 TV Sched	1

Flight Dates	Order #	Alt Order #
06/25/12 - 07/01/12	923785	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	06/25/12	07/01/12	6a Eyeopener	558-7a	MTWTF--	:30	5	\$1,300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 06/25/12 07/01/12 MTWTF-- 5 \$1,300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WCVB M 06/25/12 5:59 AM 6a Eyeopener 558-7a :30 SBTV-061212-03H \$1,300.00 NM									
1 WCVB Tu 06/26/12 6:11 AM 6a Eyeopener 558-7a :30 SBTV-061212-04H \$1,300.00 NM									
3 WCVB W 06/27/12 6:11 AM 6a Eyeopener 558-7a :30 SBTV-061212-04H \$1,300.00 NM									
4 WCVB Th 06/28/12 6:28 AM 6a Eyeopener 558-7a :30 SBTV-061212-04H \$1,300.00 NM									
5 WCVB F 06/29/12 6:23 AM 6a Eyeopener 558-7a :30 SBTV-061212-04H \$1,300.00 NM									
2	06/25/12	07/01/12	Good Morning America	658-9a	MTWTF--	:30	3	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 06/25/12 07/01/12 MTWTF-- 3 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Tu 06/26/12 8:53 AM Good Morning America 658-9a :30 SBTV-061212-03H \$1,800.00 NM									
3 WCVB W 06/27/12 7:28 AM Good Morning America 658-9a :30 SBTV-061212-03H \$1,800.00 NM									
2 WCVB Th 06/28/12 7:49 AM Good Morning America 658-9a :30 SBTV-061212-03H \$1,800.00 NM									
3	06/25/12	07/01/12	REGIS AND KELLY DAY 9A-10A		MTWTF--	:30	4	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 06/25/12 07/01/12 MTWTF-- 4 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WCVB M 06/25/12 9:55 AM REGIS AND KELLY DAY 9A-10A :30 SBTV-061212-04H \$500.00 NM									
1 WCVB Tu 06/26/12 9:51 AM REGIS AND KELLY DAY 9A-10A :30 SBTV-061212-04H \$500.00 NM									
3 WCVB Th 06/28/12 9:51 AM REGIS AND KELLY DAY 9A-10A :30 SBTV-061212-04H \$500.00 NM									
4 WCVB F 06/29/12 9:29 AM REGIS AND KELLY DAY 9A-10A :30 SBTV-061212-03H \$500.00 NM									
4	06/25/12	07/01/12	Nate Berkus	M-F 10a-11a	MTWTF--	:30	2	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 06/25/12 07/01/12 MTWTF-- 2 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB M 06/25/12 10:35 AM Nate Berkus M-F 10a-11a :30 SBTV-061212-03H \$300.00 NM									
2 WCVB W 06/27/12 10:21 AM Nate Berkus M-F 10a-11a :30 SBTV-061212-04H \$300.00 NM									
5	06/25/12	07/01/12	The View	1058-12n	MTWTF--	:30	5	\$600.00	NM



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923785-1	07/01/12	July 2012	06/25/12 - 07/01/12
Advertiser	Product	Estimate Number	
Brown/R/Senate	6/25-7/1 TV Sched	1	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	06/25/12	07/01/12	The View	1058-12n	MTWTF--	:30	5	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 06/25/12 07/01/12 MTWTF-- 5 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WCVB M 06/25/12 11:35 AM The View 1058-12n :30 SBTV-061212-04H \$600.00 NM									
4 WCVB Tu 06/26/12 11:57 AM The View 1058-12n :30 SBTV-061212-03H \$600.00 NM									
1 WCVB W 06/27/12 11:56 AM The View 1058-12n :30 SBTV-061212-03H \$600.00 NM									
5 WCVB Th 06/28/12 10:59 AM The View 1058-12n :30 SBTV-061212-03H \$600.00 NM									
3 WCVB F 06/29/12 11:30 AM The View 1058-12n :30 SBTV-061212-04H \$600.00 NM									
6	06/25/12	07/01/12	Midday News	1158a-1230p	MTWTF--	:30	4	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 06/25/12 07/01/12 MTWTF-- 4 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WCVB M 06/25/12 12:12 PM Midday News 1158a-1230p :30 SBTV-061212-03H \$400.00 NM									
4 WCVB Tu 06/26/12 12:13 PM Midday News 1158a-1230p :30 SBTV-061212-04H \$400.00 NM									
1 WCVB W 06/27/12 12:11 PM Midday News 1158a-1230p :30 SBTV-061212-04H \$400.00 NM									
3 WCVB Th 06/28/12 12:23 PM Midday News 1158a-1230p :30 SBTV-061212-04H \$400.00 NM									
7	06/25/12	07/01/12	Millionaire	1228-1p	MTWTF--	:30	2	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 06/25/12 07/01/12 MTWTF-- 2 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB M 06/25/12 12:45 PM Millionaire 1228-1p :30 SBTV-061212-04H \$400.00 NM									
2 WCVB Tu 06/26/12 12:46 PM Millionaire 1228-1p :30 SBTV-061212-03H \$400.00 NM									
8	06/25/12	07/01/12	1-2p	1-2p	MTWTF--	:30	2	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 06/25/12 07/01/12 MTWTF-- 2 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WCVB Tu 06/26/12 1:35 PM 1-2p 1-2p :30 SBTV-061212-04H \$400.00 NM									
1 WCVB W 06/27/12 1:34 PM 1-2p 1-2p :30 SBTV-061212-03H \$400.00 NM									
9	06/25/12	07/01/12	ELLEN EF	4P-5P	MTWTF--	:30	5	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 06/25/12 07/01/12 MTWTF-- 5 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WCVB M 06/25/12 4:47 PM ELLEN EF 4P-5P :30 SBTV-061212-03H \$800.00 NM									
3 WCVB Tu 06/26/12 4:22 PM ELLEN EF 4P-5P :30 SBTV-061212-03H \$800.00 NM									
1 WCVB W 06/27/12 ELLEN EF 4P-5P :00 \$800.00 NM									
See MG 9.6									
5 WCVB Th 06/28/12 4:39 PM ELLEN EF 4P-5P :30 SBTV-061212-03H \$800.00 NM									
4 WCVB F 06/29/12 4:21 PM ELLEN EF 4P-5P :30 SBTV-061212-03H \$800.00 NM									
6 WCVB F 06/29/12 4:39 PM ELLEN EF 4P-5P :30 SBTV-061212-04H \$800.00 NM									
MG for 9.1 06/27									
10	06/25/12	07/01/12	Newscenter 5 at 5	5-6p	MTWTF--	:30	5	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 06/25/12 07/01/12 MTWTF-- 5 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB M 06/25/12 5:14 PM Newscenter 5 at 5 5-6p :30 SBTV-061212-04H \$1,000.00 NM									
2 WCVB Tu 06/26/12 5:15 PM Newscenter 5 at 5 5-6p :30 SBTV-061212-04H \$1,000.00 NM									
5 WCVB W 06/27/12 5:53 PM Newscenter 5 at 5 5-6p :30 SBTV-061212-03H \$1,000.00 NM									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers



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P.O. Box 26874
Lehigh Valley, PA 18002-6874

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Advertiser	Product	Estimate Number	
Brown/R/Senate	6/25-7/1 TV Sched	1	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																														
10	06/25/12	07/01/12	Newscenter 5 at 5	5-6p	MTWTF--	:30	5	\$1,000.00	NM																																																																														
<table><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>3</td><td>WCVB</td><td>Th</td><td>06/28/12</td><td>5:38 PM</td><td>Newscenter 5 at 5</td><td>5-6p</td><td>:30</td><td>SBTV-061212-04H</td><td>\$1,000.00</td><td>NM</td></tr><tr><td>4</td><td>WCVB</td><td>F</td><td>06/29/12</td><td>5:38 PM</td><td>Newscenter 5 at 5</td><td>5-6p</td><td>:30</td><td>SBTV-061212-03H</td><td>\$1,000.00</td><td>NM</td></tr></table>										Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	3	WCVB	Th	06/28/12	5:38 PM	Newscenter 5 at 5	5-6p	:30	SBTV-061212-04H	\$1,000.00	NM	4	WCVB	F	06/29/12	5:38 PM	Newscenter 5 at 5	5-6p	:30	SBTV-061212-03H	\$1,000.00	NM																																													
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11	06/25/12	07/01/12	Newscenter 5 at 6	6-630p	MTWTF--	:30	5	\$2,000.00	NM																																																																														
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3	WCVB	Th	06/28/12	6:59 PM	M-F Inside Edition	658-730p	:30	SBTV-061212-04H	\$1,300.00	NM																																																																													
5	WCVB	F	06/29/12	7:22 PM	M-F Inside Edition	658-730p	:30	SBTV-061212-03H	\$1,300.00	NM																																																																													
13	06/25/12	07/01/12	Chronicle	728-8p	MTWTF--	:30	5	\$1,300.00	NM																																																																														
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14	06/25/12	07/01/12	Nightline	1135p-1206a	MTWTF--	:30	5	\$800.00	NM																																																																														
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www.thebostonchannel.com

Send Payment To:

WCVB
P.O. Box 26874
Lehigh Valley, PA 18002-6874

DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
923785-1	07/01/12	July 2012	06/25/12 - 07/01/12
Advertiser	Product	Estimate Number	
Brown/R/Senate	6/25-7/1 TV Sched	1	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																														
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16	06/25/12	07/01/12	430a Eyeopener	430-5a	MTWTF--	:30	5	\$150.00	NM																																																																														
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5	WCVB	F	06/29/12	5:28 AM	5a Eyeopener	5-6a	:30	SBTV-061212-03H	\$700.00	NM																																																																													
18	06/25/12	07/01/12	Newscenter 5 at 11	11-1130p	MTWTFSS	:30	3	\$2,500.00	NM																																																																														
<table><tr><td>Weeks:</td><td>Start Date</td><td>End Date</td><td>MTWTFSS</td><td>Spots/Week</td><td>Rate</td></tr><tr><td></td><td>06/25/12</td><td>07/01/12</td><td>MTWTFSS</td><td>3</td><td>\$2,500.00</td></tr></table> <table><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>1</td><td>WCVB</td><td>W</td><td>06/27/12</td><td>11:12 PM</td><td>Newscenter 5 at 11</td><td>11-1130p</td><td>:30</td><td>SBTV-061212-03H</td><td>\$2,500.00</td><td>NM</td></tr><tr><td>3</td><td>WCVB</td><td>Th</td><td>06/28/12</td><td>11:27 PM</td><td>Newscenter 5 at 11</td><td>11-1130p</td><td>:30</td><td>SBTV-061212-04H</td><td>\$2,500.00</td><td>NM</td></tr><tr><td>2</td><td>WCVB</td><td>Su</td><td>07/01/12</td><td>11:23 PM</td><td>Newscenter 5 at 11</td><td>11-1130p</td><td>:30</td><td>SBTV-061212-04H</td><td>\$2,500.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		06/25/12	07/01/12	MTWTFSS	3	\$2,500.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WCVB	W	06/27/12	11:12 PM	Newscenter 5 at 11	11-1130p	:30	SBTV-061212-03H	\$2,500.00	NM	3	WCVB	Th	06/28/12	11:27 PM	Newscenter 5 at 11	11-1130p	:30	SBTV-061212-04H	\$2,500.00	NM	2	WCVB	Su	07/01/12	11:23 PM	Newscenter 5 at 11	11-1130p	:30	SBTV-061212-04H	\$2,500.00	NM																						
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19	06/25/12	07/01/12	8a Sat Wknd Eyeopener	Sa 8a-9a	-----S-	:30	1	\$700.00	NM																																																																														
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20	06/25/12	07/01/12	6a Weekend Eyeopener	558-7a	-----SS	:30	2	\$400.00	NM																																																																														
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21	06/25/12	07/01/12	Weekend GMA	7-8a	-----SS	:30	2	\$750.00	NM																																																																														
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www.thebostonchannel.com

Send Payment To:

WCVB
P.O. Box 26874
Lehigh Valley, PA 18002-6874

DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
923785-1	07/01/12	July 2012	06/25/12 - 07/01/12
Advertiser	Product	Estimate Number	
Brown/R/Senate	6/25-7/1 TV Sched	1	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
22	06/25/12	07/01/12	6p News Weekend	6-630p	-----SS	:30	2	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 06/25/12 07/01/12 -----SS 2 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Sa 06/30/12 5:59 PM 6p News Weekend 6-630p :30 SBTB-061212-03H \$750.00 NM									
2 WCVB Su 07/01/12 6:27 PM 6p News Weekend 6-630p :30 SBTB-061212-03H \$750.00 NM									
23	06/25/12	07/01/12	5a Weekend Eyeopener	Sa/Su 5a-6a	-----SS	:30	2	\$125.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 06/25/12 07/01/12 -----SS 2 \$125.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Sa 06/30/12 5:52 AM 5a Weekend Eyeopener Sa/Su 5a-6a :30 SBTB-061212-03H \$125.00 NM									
2 WCVB Su 07/01/12 5:10 AM 5a Weekend Eyeopener Sa/Su 5a-6a :30 SBTB-061212-04H \$125.00 NM									
24	06/25/12	07/01/12	8a Sun Wknd Eyeopener	Su 8-10a	-----S	:30	2	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 06/25/12 07/01/12 -----S 2 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WCVB Su 07/01/12 8:27 AM 8a Sun Wknd Eyeopener Su 8-10a :30 SBTB-061212-03H \$500.00 NM									
1 WCVB Su 07/01/12 9:20 AM 8a Sun Wknd Eyeopener Su 8-10a :30 SBTB-061212-04H \$500.00 NM									
25	06/25/12	07/01/12	This Week / C. Amanpour	10-11a	-----S	:30	1	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 06/25/12 07/01/12 -----S 1 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Su 07/01/12 9:59 AM This Week / C. Amanpour 10-11a :30 SBTB-061212-03H \$750.00 NM									
26	06/25/12	07/01/12	OTR 11a	1058a-1130a	-----S	:30	1	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 06/25/12 07/01/12 -----S 1 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Su 07/01/12 11:14 AM OTR 11a 1058a-1130a :30 SBTB-061212-04H \$300.00 NM									
Total Spots							88		

Payment Terms 30 Days

<u>Gross Total</u>	\$76,750.00
<u>Agency Commission</u>	\$11,512.50
<u>Net Amount Due</u>	\$65,237.50